1	STATE OF MINNESOTA DISTRICT COURT									
2	COUNTY OF RAMSEY SECOND JUDICIAL DISTRICT									
3										
4	The State of Minnesota,									
5	by Hubert H. Humphrey, III,									
6	its attorney general,									
7	and									
8	Blue Cross and Blue Shield									
9	of Minnesota,									
10	Plaintiffs,									
11	vs. File No. C1-94-8565									
12	Philip Morris Incorporated, R.J.									
13	Reynolds Tobacco Company, Brown									
14	& Williamson Tobacco Corporation,									
15	B.A.T. Industries P.L.C., Lorillard									
16	Tobacco Company, The American									
17	Tobacco Company, Liggett Group, Inc.,									
18	The Council for Tobacco Research-U.S.A.,									
19	Inc., and The Tobacco Institute, Inc.,									
20	Defendants.									
21										
22	DEPOSITION OF PATRICK L. STONE									
23										
24										
25										

2

1	(The following is the Deposition of PATRICK									
2	L. STONE, taken pursuant to Notice of Taking									
3	Deposition, by videotape, at the offices of Robins									
4	Kaplan Miller & Ciresi, Attorneys at Law, 2800									
5	LaSalle Plaza, 800 LaSalle Avenue, Minneapolis,									
6	Minnesota, on September 29, 1997, commencing at									
7	approximately 9:56 o'clock a.m.)									
8										
9	APPEARANCES:									
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## CONFIDENTIAL

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- 2 (Witness sworn.)
- 3 PATRICK L. STONE,
- 4 called as a witness, being first duly
- 5 sworn, was examined and testified as
- follows:
- 7 ADVERSE EXAMINATION
- 8 BY MS. WIVELL:
- 9 Q. Sir, would you introduce yourself to the ladies
- 10 and gentlemen of the jury?
- 11 A. My name is Patrick Stone.
- 12 Q. By whom are you employed, Mr. Stone?
- 13 A. Brown & Williamson Tobacco Corporation.
- 14 Q. How long have you been employed by Brown &
- 15 Williamson?
- 16 A. A little over eight years.
- 17 Q. What is your position?
- 18 A. I am senior manager of communications and public
- 19 affairs.
- 20 Q. Could you give the jury briefly a description of
- 21 your responsibilities as senior manager of
- 22 communication and public affairs.
- 23 A. My current responsibilities include both
- 24 communications, public affairs function for Brown &
- 25 Williamson's operating locations, including our Macon

- 1 cigarette manufacturing facility and other operating
- 2 locations in Virginia, Pennsylvania, North Carolina.
- 3 Q. What do you mean by "communications and public
- 4 affairs functions"?
- 5 A. Internal communications for our employees, also
- 6 community relations, public relations, to some extent
- 7 issues management, a variety of what would typically
- 8 be communications and public affairs functions for a
- 9 corporation.
- 10 Q. Are you responsible, for example, for Brown &
- 11 Williamson's press releases?
- 12 A. Some press releases, yes.
- 13 Q. Press releases related to what issues are you
- 14 responsible for?
- 15 A. In the current position most of the press
- 16 releases would involve an expansion of our facility
- 17 or information about our operations.
- 18 Q. Are you also responsible for public statements
- 19 regarding smoking and health?
- 20 A. I would be responsible for those. We actually
- 21 don't have many requests for information on
- 22 statements on public -- or public statements on
- 23 smoking and health.
- 24 Q. Well sir, you have from time to time -- I'm
- 25 sorry. Strike that.

- 1 Brown & Williamson has from time to time issued
- 2 press releases relating to smoking-and-health issues,
- 3 hasn't it?
- 4 A. Certainly about issues related to smoking and
- 5 health, that's correct.
- 6 Q. Are you responsible for those press releases
- 7 relating to issues concerning smoking and health?
- 8 MR. GALE: Object, vague as to time
- 9 period.
- 10 A. Currently my responsibilities are that I -- as
- 11 far as press releases would be concerned, they would
- 12 really communicate about the operations of the
- 13 facilities.
- 14 Q. Well I guess what -- my question has to do, sir,
- 15 less with the operations of Brown & Williamson but
- 16 with what it has said publicly since you've assumed
- 17 this position with regard to smoking and health.
- 18 Have press releases been issued relating to
- 19 smoking-and-health issues since you got your
- 20 position?
- 21 A. In this current position I have not been
- 22 responsible for any issue of press releases
- 23 concerning smoking and health.
- 24 Q. How long have you held your present position?
- 25 A. Present position, a little over three years.

- 1 Q. Who held the position before you?
- 2 A. A gentleman by the name of Steve Cohen --
- 3 Q. Now sir --
- 4 A. -- had a similar position.
- 5 Q. Now sir, have any press releases been issued in
- 6 the last three years regarding smoking and health?
- 7 A. Off the top of my head I would have to go back
- 8 and look. I don't know. Again, I don't recall
- 9 specifically issuing any.
- 10 Q. Sir, you understand that the plaintiffs in this
- 11 case issued a deposition notice to Brown & Williamson
- 12 for what's called a Rule 30.02(f) deposition; right?
- 13 A. I understood -- I don't know the technical name,
- 14 but I do understand that there was a request, yes.
- 15 Q. All right. And the plaintiffs in this case ask
- 16 Brown & Williamson to produce someone to testify
- 17 about public statements relating to the health
- 18 effects of smoking, and addiction and scientific
- 19 research; right?
- 20 MR. GALE: Object to the extent it calls
- 21 for a legal conclusion.
- 22 A. I haven't seen that specific document. I'm not
- 23 sure. I would assume that that was the general
- 24 understanding that it was to talk about our public
- 25 position on smoking and health, that's correct.

- 1 Q. All right. And sir, you understand that you're
- 2 here today as Brown & Williamson's spokesperson to
- 3 talk about the health effects of smoking, addiction
- 4 and scientific research; right?
- 5 MR. GALE: Objection to the extent it calls
- 6 for a legal conclusion.
- 7 A. As far as I understand, I'm here to try and
- 8 respond to your questions about our public position
- 9 on smoking and health.
- 10 Q. Well you understand that you're here as Brown &
- 11 Williamson's spokesperson, don't you?
- MR. GALE: Same objection.
- 13 A. I am here representing Brown & Williamson,
- 14 that's correct.
- 15 Q. And you understand that Brown & Williamson
- 16 designated you as its corporate representative to
- 17 speak on its behalf in this deposition; right?
- 18 MR. GALE: Same objection.
- 19 A. Well again, I don't know the legal definition,
- 20 but yes, I'm here to try and respond to your
- 21 questions.
- 22 Q. And you understand that this deposition you're
- 23 speaking for Brown & Williamson.
- MR. GALE: Same objection.
- 25 A. Again, I can't make that legal conclusion. I am

- 1 representing the company today, that's correct.
- 2 Q. Well have you consented to represent the company
- 3 today?
- 4 A. Yes.
- 5 Q. All right. And you understand that your
- 6 testimony here today is binding on Brown &
- 7 Williamson?
- 8 MR. GALE: Object to the extent it calls
- 9 for a legal conclusion.
- 10 A. I guess I'm not a lawyer, I can't determine
- 11 what's binding and what's not. All I can do is say
- 12 that I'm trying to answer your questions and will try
- 13 to answer your questions.
- 14 Q. Do you have authority to speak for Brown &
- 15 Williamson during today's deposition?
- MR. GALE: Same objection.
- 17 A. Again I don't know from a legal standpoint, but
- 18 certainly I think the company agreed to have me here
- 19 so I would say that I am representing the company at
- 20 least as best I can.
- 21 Q. Do you understand that the answers which you
- 22 give in this deposition to the questions I ask must
- 23 be answered fully based not only on what you know
- 24 personally, but also knowledge available to Brown &
- 25 Williamson?

- 1 MR. GALE: Objection to the extent it calls
- 2 for a legal conclusion.
- 3 A. Well certainly to the extent of the information
- 4 that I have available or that I'm aware of, I'd be
- 5 glad to try and respond to that. But could I speak  $\,$
- 6 to everything that the company has as far as
- 7 knowledge, that would be impossible I think for
- 8 anyone to do.
- 9 (Interruption by the reporter.)
- 10 Q. Is there anyone else at Brown & Williamson who's
- 11 better qualified or more suitable -- suitable to
- 12 testify regarding public statements that Brown &
- 13 Williamson has made relating to smoking effects -- to
- 14 health effects of smoking and addiction?
- MR. GALE: Objection to the extent it calls
- 16 for a legal conclusion. Object to the extent it
- 17 calls for speculation.
- 18 A. I'm not aware of anybody else that would be more
- 19 appropriate. I certainly, as I said, will try and
- 20 answer your questions.
- 21 Q. Now from time to time I'm going to refer to the
- 22 lawsuit brought on behalf of the State of Minnesota
- 23 and Blue Cross\Blue Shield against Brown & Williamson
- 24 and the other defendants as "this case." Can we
- 25 agree that when we refer to "this case," that's what

- 1 we mean?
- 2 A. Yes.
- 3 Q. Okay. Can we also agree that unless my
- 4 questions ask for information -- Sorry. Strike
- 5 that.
- 6 Sir, isn't it true -- I'm sorry.
- 7 What did you do to prepare for this deposition?
- 8 A. I tried to read through a series of -- of
- 9 documents that may be responsive to some of the
- 10 questions that you'd have.
- 11 Q. What documents did you look at?
- 12 A. They included a variety of materials concerning
- 13 Brown & Williamson's smoking-and-health positions,
- 14 positions -- statements on smoking and health, a
- 15 variety of scientific documents.
- 16 Q. Did these documents that you reviewed span a
- 17 period that went back a number of years?
- 18 A. Yes, I think the earliest started in about
- 19 1954.
- 20 Q. Have you done anything else to prepare for your
- 21 deposition?
- 22 A. No.
- 23 Q. Was any testimony read to you?
- 24 A. No.
- 25 Q. Did you read any testimony that's been taken in

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- 1 this case?
- 2 A. Yes.
- 3 Q. Which testimony did you read?
- 4 A. I read Scott Appleton's testimony, or at least
- 5 scanned that, read parts of it.
- 6 Q. All right. Did you read any other testimony
- 7 that's been taken in this case?
- 8 A. No.
- 9 Q. Did you read any other testimony that's been
- 10 taken in any other smoking-and-health-related case?
- 11 A. I don't know if any of the other material was
- 12 used as testimony, but it did not appear to be direct
- 13 testimony.
- 14 Q. Well sir, turning to the issue of Brown &
- 15 Williamson's statements that have been made with the
- 16 -- with regard to the issue of smoking and health,
- 17 would you agree that Brown & Williamson has been
- 18 engaged in a decades-long attempt to deny that there
- 19 were health effects associated with smoking?
- 20 A. No.
- 21 Q. All right. Well sir, you would agree after your
- 22 review of Brown & Williamson's documents, that Brown
- 23 & Williamson has been engaged in a decades-long
- 24 attempt to diminish, in the public view, the health
- 25 effects associated with smoking.

- 1 MR. GALE: Object to the extent counsel's
- 2 quoting from a document and not showing it to the
- 3 witness.
- 4 A. I guess my view is that Brown & Williamson has
- 5 continued to try and speak honestly about its
- 6 conclusions concerning its position on smoking and
- 7 health.
- 8 Q. You would agree, sir, it would be very important
- 9 for Brown & Williamson to speak honestly about what
- 10 it knew about smoking-and-health-related issues,
- 11 wouldn't you?
- 12 A. It would be important for a company to
- 13 communicate its position on smoking and health.
- 14 Q. Well I'm not sure that answers my question,
- 15 sir.
- 16 Let me put it this way. In communicating its
- 17 position on smoking and health as you just mentioned,
- 18 you would agree that Brown & Williamson had a
- 19 responsibility to speak honestly about what it knew.
- 20 MR. GALE: Objection, asked and answered.
- 21 A. It would speak honestly about the conclusions it
- 22 has on smoking and health, that's correct.
- 23 Q. And you would agree it would be wrong if Brown &
- 24 Williamson did not speak honestly about the
- 25 conclusions it had about smoking and health; right?

- 1 A. It would be inappropriate for a company to not
- 2 speak honestly, that's correct.
- 3 Q. It would be wrong for a company to make untrue
- 4 or misleading statements about smoking-and-health
- 5 issues to the public, wouldn't it, sir?
- 6 A. If they knew them to be untrue, that is correct.
- 7 Q. You would also agree it would be inappropriate
- 8 for Brown & Williamson to make misleading comments to
- 9 the public about what it knew about smoking and
- 10 health.
- 11 A. Again, if it determined that they were
- 12 misleading, then it would be inappropriate.
- 13 Q. Because you would agree that Brown & Williamson
- 14 had a responsibility not to try and lead smokers
- 15 astray about what it knew about smoking and health;
- 16 right?
- 17 MR. GALE: Objection to the extent it calls
- 18 for a legal conclusion.
- 19 A. Certainly my opinion is that the company has a
- 20 responsibility that when it makes a determination on
- 21 a smoking-and-health issue, that it communicate that
- 22 information to those who request it.
- 23 Q. Well sir, Brown & Williamson in 1954 published
- 24 what's been called A Frank Statement to Cigarette
- 25 Smokers; right?

- 1 A. I don't think Brown & Williamson published it, I
- 2 think Brown & Williamson was one of the sponsors for
- 3 that.
- 4 Q. Well by sponsoring it, it paid for the
- 5 publication of the ad in 484 -- I'm sorry, strike
- 6 that.
- 7 By sponsoring it, Brown & Williamson paid for
- 8 the publication of A Frank Statement to Cigarette
- 9 Smokers which appeared in 448 newspapers throughout
- 10 the United States; right?
- 11 MR. GALE: Object, lacks foundation, calls
- 12 for speculation.
- 13 A. I do not know if it was paid for by Brown &
- 14 Williamson or partially paid for by Brown &
- 15 Williamson.
- 16 Q. Well you do know that Brown & Williamson
- 17 sponsored it; right?
- 18 A. I believe, if I could look at it, I believe
- 19 Brown & Williamson is acknowledged as a sponsor, yes.
- 20 Q. Sir, showing you what's been marked as Sistad
- 21 Exhibit 2, this is A Frank Statement to Cigarette
- 22 Smokers; right, sir?
- 23 A. That's correct.
- 24 Q. And it clearly shows Brown & Williamson as a
- 25 sponsor of the statement; right?

- 1 A. That's correct.
- 2 Q. And the statement ends --
- 3 You've read it before, haven't you?
- 4 A. I have.
- 5 Q. The statement ends with the pledge, "This
- 6 statement is being issued because we believe the
- 7 people are entitled to know where we stand on this
- 8 matter and what we intend to do about it"; right?
- 9 MR. GALE: Object to the characterization.
- 10 A. The -- Certainly the advertisement has those
- 11 words at the end, that's correct.
- 12 Q. All right. And one of the things that this
- 13 says, this Frank Statement, at point number 3, is
- 14 "that there is no proof that cigarette smoking is
- 15 one of the causes," and what's referred to there is
- 16 one of the causes of lung cancer; right?
- 17 MR. GALE: Where specifically in the
- 18 document are you referring to, counsel? If the
- 19 witness knows, then that's fine.
- 20 A. You're talking about the first item number 3?
- 21 Q. The first point 3, yes.
- 22 A. Okay.
- 23 Q. Sir, there it says, at point 3, "...there is no
- 24 proof that cigarette smoking is one of the causes";
- 25 right?

- 1 A. That's what the words say, that's correct.
- 2 Q. All right. And sir, you understand that what is
- 3 being referred to there is that there was no proof
- 4 that cigarette smoking was one of the causes of lung
- 5 cancer; right?
- 6 A. If I could, let me just read the previous and
- 7 make sure that that's correct.
- 8 It appears that the previous statements do
- 9 reference lung cancer specifically.
- 10 Q. Now sir, you would agree that not only did Brown
- 11 & Williamson have a responsibility to communicate
- 12 what it knew about lung cancer before this ad, but
- 13 that after the Frank Statement Brown & Williamson
- 14 basically promised people that it would let the
- 15 public know where Brown & Williamson stood on the
- 16 issue of smoking and health; right?
- 17 MR. GALE: Objection, mischaracterizes the
- 18 document, calls for a legal conclusion.
- 19 A. Are you referring to a specific statement?
- 20 Q. Well, sir, you've read the Frank Statement to
- 21 cigarette smoking you said; right?
- 22 A. Correct.
- 23 Q. And this statement has been characterized by
- 24 another person who testified for Brown & Williamson
- 25 that it was a solemn promise to cigarette smokers.

- 1 Do you believe that Brown & Williamson was making a
- 2 solemn promise to let people know the facts about
- 3 cigarette smoking when it published this ad?
- 4 MR. GALE: Objection, lacks foundation,
- 5 mischaracterizes prior testimony.
- 6 A. I can't speak for what anybody else has said.
- 7 From my understanding, it -- the words speak for
- 8 themselves, and I can't really characterize it. I
- 9 wasn't a part of the company and certainly wasn't a
- 10 part of this in 1954.
- 11 Q. Well you would agree that people who believe --
- 12 or, I'm sorry.
- 13 You would agree that people who read the
- 14 statement, "This statement is being issued because we
- 15 believe...people are entitled to know where we stand
- 16 on this matter and what we intend to do about it,"
- 17 they had a reasonable right to believe what Brown &
- 18 Williamson was saying; right?
- 19 MR. GALE: Objection, calls for
- 20 speculation, calls for a legal conclusion.
- 21 A. I can't speak to what people may infer from
- 22 reading it.
- 23 Q. Well sir, Brown & Williamson spent money to help
- 24 sponsor the Frank Statement, didn't it?
- 25 A. I don't know that. Are you aware or do you have

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- 1 any information about our payment for this?
- 2 Q. Well sir, I'm asking you.
- 3 Did Brown & Williamson pay for this ad, part of
- 4 this ad?
- 5 A. I do not know.
- 6 Q. All right.
- 7 A. We are listed as a sponsor, that would infer
- 8 that we had a sponsorship role. Whether that
- 9 included money, I do not know.
- 10 Q. All right. Well you would agree that people
- 11 reading this Frank Statement should reasonably be
- 12 able to believe that what's said here is true;
- 13 right?
- 14 MR. GALE: Objection, calls for
- 15 speculation, calls for a legal conclusion.
- 16 A. My understanding is that it was a communication
- 17 from the tobacco industry to smokers, and certainly
- 18 the intent would have been that it would have been
- 19 factual information.
- 20 Q. All right. And sir, also it would be reasonable
- 21 to assume that Brown & Williamson and the other
- 22 sponsors intended smokers to read it and to have
- 23 confidence that what was said here was true; right?
- 24 MR. GALE: Objection, calls for
- 25 speculation, calls for a legal conclusion.

- 1 A. This would be again based on the perspective of
- 2 the tobacco industry.
- 3 Q. Well -- But you are agreeing with my question,
- 4 that the person who read this reasonably could expect
- 5 that the people who sponsored this ad or the
- 6 companies that sponsored this ad would be setting
- 7 forth true and accurate facts; right?
- 8 MR. GALE: Objection, calls for
- 9 speculation, calls for a legal conclusion,
- 10 mischaracterizes prior testimony.
- 11 A. I would assume at the time that the people who
- 12 authorized this statement to be put out would have
- 13 obviously wanted it to be factual information. That
- 14 is my understanding.
- 15 Q. And they would have wanted people who were
- 16 reading it to believe what was said here; right,
- 17 sir?
- 18 MR. GALE: Objection, calls for
- 19 speculation, calls for a legal conclusion.
- 20 A. They would have wanted people to believe the
- 21 position of the tobacco industry.
- 22 Q. As stated in the Frank Statement to Cigarette
- 23 Smokers; right?
- 24 A. They would have --
- MR. GALE: Same objection.

- 1 A. They would have wanted smokers to believe the
- 2 position of the tobacco industry, --
- 3 Q. And that position --
- 4 A. -- as stated.
- 5 Q. -- is stated in the Frank Statement to Cigarette
- 6 Smokers; right?
- 7 A. At that time, correct.
- 8 MR. GALE: Same objection.
- 9 Q. By the way, did Brown & Williamson ever take out
- 10 ads in 448 newspapers saying that the Frank Statement
- 11 was wrong?
- 12 A. I'm not aware of ads specifically relating to
- 13 the Frank Statement or other ads. If you've got
- 14 them, I'd be glad to take a look at them.
- 15 Q. I'm just wondering, in your historical review in
- 16 preparation for this deposition did you see a single
- 17 ad that Brown & Williamson took out that said
- 18 anything to the effect that the Frank Statement was
- 19 incorrect?
- 20 MR. GALE: Objection, lacks foundation.
- 21 A. Well again, I'm not sure where the conclusion is
- 22 that -- that the Frank Statement is incorrect, but to
- 23 the extent have I seen other ads similar to this, I
- 24 have not.
- 25 Q. Well sir, putting aside the Frank Statement for

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- 1 a moment, have you seen a single ad that Brown &
- 2 Williamson took out or sponsored that retracted
- 3 anything that was said in the Frank Statement?
- 4 A. I have not seen that ad, that's correct.
- 5 Q. All right. Have you spoken with anyone at Brown
- 6 & Williamson to find out why the Frank Statement was
- 7 taken out?
- 8 A. I have not.
- 9 Q. Now sir, you would agree that in the Frank
- 10 Statement, Brown & Williamson and the other sponsors
- 11 agreed to cooperate closely with those whose task it
- 12 was to safeguard the public health; right?
- 13 MR. GALE: Objection, calls for a legal
- 14 conclusion, it's not clear whether you're quoting
- 15 from a document.
- 16 A. Is there a specific reference? I'm just -- Is
- 17 there a specific reference?
- 18 Q. Do you remember, sir?
- 19 A. Do I remember? I'm sorry.
- 20 Q. Yes, having read the Frank Statement, do you
- 21 remember whether in that Frank Statement the sponsors
- 22 agreed to cooperate with those whose task it was to
- 23 safeguard the public health?
- MR. GALE: Same objection.
- 25 A. I don't know if those specific words were used.

- 1 I'd be glad to read it and try and refer to it.
- 2 Q. Well in the second column from the left, the
- 3 second-to-the-last paragraph begins, "We always have
- 4 and always will cooperate closely with those whose
- 5 task it is to safeguard the public health." Do you
- 6 see that, sir?
- 7 A. Yes, I do.
- 8 Q. You would agree that Brown & Williamson, as a
- 9 sponsor of the Frank Statement, promised to cooperate
- 10 closely in the future with those whose task it was to
- 11 safeguard the public health; right?
- MR. GALE: Objection, calls for a legal
- 13 conclusion.
- 14 A. Again I can't speak specifically to what the
- 15 inference was by the people who wrote it, but that
- 16 would appear to be the objective.
- 17 Q. Now who, as you sit here, do you believe had the
- 18 responsibility to safeguard the public health?
- 19 MR. GALE: Objection, calls for a legal
- 20 conclusion.
- 21 A. Safeguard the public health to what extent? I'm
- 22 not sure I understand.
- 23 Q. Well, I'm not sure I understand, then.
- It says here, "We always have and always will
- 25 cooperate closely with those whose task it is to

- 1 safeguard the public health"; right?
- 2 A. Correct.
- 3 Q. Did those --
- 4 Does that refer to people like the FDA?
- 5 MR. GALE: Objection, calls for
- 6 speculation, calls for a legal conclusion.
- 7 A. I would generally say that that refers to the
- 8 public health community.
- 9 Q. Oh, like the American Medical Association?
- 10 MR. GALE: Same objection.
- 11 A. I guess everybody's definition is different
- 12 about what the public health community is. Certainly
- 13 government, independent agencies would have different
- 14 roles in public health.
- 15 Q. Well sir, does that -- would the -- those
- 16 responsible for the public health at that reference
- 17 here include the American Lung Association?
- 18 MR. GALE: Same objection.
- 19 A. Again, it could include the lung association,
- 20 that's an independent agency as I understand, it is
- 21 not a government agency.
- 22 Q. Well, did you understand this to include just
- 23 government agencies, or was Brown & Williamson here
- 24 promising to cooperate closely with people like the
- 25 American Cancer Association?

- 1 MR. GALE: Objection, calls for
- 2 speculation, calls for a legal conclusion.
- 3 A. Again I think the statement speaks for itself,
- 4 that you'd have to really ask the people who wrote it
- 5 their specific definition, but it would generally be
- 6 those whose task it is to -- to safeguard public
- 7 health.
- 8 Q. Well sir, you would agree that Brown &
- 9 Williamson, when it places -- Strike that.
- 10 You called this an ad earlier, didn't you?
- 11 MR. GALE: Objection, the record speaks for
- 12 itself.
- 13 A. I don't remember, to be quite honest. I think
- 14 maybe you referenced it first as an advertisement.
- 15 Q. Well just so we're clear here, when Brown &
- 16 Williamson takes out ads or places statements like
- 17 the Frank Statement, it does so in hoping that it
- 18 will be seen; right?
- 19 MR. GALE: Objection, compound.
- 20 Q. Let me rephrase the question.
- 21 When Brown & Williamson took out the Frank
- 22 Statement, it did so in hoping that it would be seen;
- 23 right?
- 24 A. I can't speak again for the specific purpose at
- 25 the time because I wasn't around and I haven't talked

- 1 to anybody who was, but I would certainly assume that
- 2 an advertisement would be with the purpose to try and
- 3 communicate to the public.
- 4 Q. Sir, you would agree that Brown & Williamson
- 5 expects that ads that it takes out or statements that
- 6 it makes in the form of press releases would be read
- 7 and heard by the public, smokers and nonsmokers
- 8 alike; right?
- 9 MR. GALE: Objection, compound, goes beyond
- 10 the 30.02(f) designation for this witness.
- 11 A. My understanding would be that the information
- 12 that's shared would be available for the public,
- 13 including smokers.
- 14 Q. And that would be the public, including people
- 15 in Minnesota; right?
- 16 A. That would be people, including in Minnesota,
- 17 would certainly be a part of the audience, could be.
- 18 Q. And when Brown & Williamson takes out ads or
- 19 makes -- or issues press releases, it hopes that
- 20 people will read them and hear them and rely on them;
- 21 isn't that true?
- 22 MR. GALE: Objection, compound, goes beyond
- 23 the 30.02(f) designation for this witness.
- 24 A. I'm not sure what you mean by "rely" upon them.
- 25 Certainly it would be to put the information out, and

- 1 it would be a position stated by the company.
- 2 Q. Well you want people to have confidence in the
- 3 position stated by the company; right?
- 4 A. We would hope that people would believe the
- 5 information that's being provided by the company as
- 6 its position or its factual conclusion on information
- 7 that it might be speaking about.
- 8 Q. And sir, Brown & Williamson has in the past made
- 9 statements to the public concerning the issue of
- 10 whether smoking causes disease; right?
- 11 A. Brown & Williamson has made statements
- 12 concerning the causation or the issue of smoking and
- 13 disease.
- 14 Q. And in fact Brown & Williamson has made
- 15 statements to the effect that the issue of whether
- 16 cigarette smoking causes disease is still a
- 17 controversy; right?
- 18 A. I would say that I've certainly seen that term,
- 19 whether it's been a part of a specific document, if
- 20 you have it I'd be glad to take a look at it, but I
- 21 would say that the word controversy has probably been
- 22 used in some document.
- 23 Q. And sir, Brown & Williamson put out those
- 24 advertisements or statements claiming that there was
- 25 still a controversy about whether smoking caused

- 1 disease in hopes that people would believe that;
- 2 right?
- 3 A. Well again, I don't think the intent is that
- 4 hopes that people would believe it, they would put it
- 5 out as a factual statement as the company's position.
- 6 Q. Well sir, if they didn't want people -- if Brown
- 7 & Williamson didn't want people to believe it, Brown
- 8 & Williamson could have kept its opinions to itself,
- 9 couldn't it?
- 10 MR. GALE: Objection, calls for
- 11 speculation, hypothetical.
- 12 A. Well certainly the company, when asked, would
- 13 put out information concerning smoking and health if
- 14 the intent is to either respond to a question or to
- 15 convey information. I'm not sure I understand how
- 16 else it would be used.
- 17 Q. Well sir, you have reviewed an ad that was taken
- 18 out by the Tobacco Industry Research Committee and
- 19 The Tobacco Institute entitled statement about
- 20 tobacco and health; haven't you?
- 21 A. I'm not sure I have seen that.
- 22 Q. Sir, showing you what's been marked as
- 23 Plaintiffs' Exhibit 3504, this is a document that was
- 24 sponsored in part by the Tobacco Institute; wasn't
- 25 it?

- 1 MR. GALE: Do we have a date on this
- 2 anywhere, counsel? Objection, unclear as to date.
- 3 A. I -- Again, I don't remember seeing this
- 4 document previously. Certainly at the bottom of the
- 5 page it references the Tobacco Institute.
- 6 Q. And Brown & Williamson has been a member of the
- 7 Tobacco Institute ever since the Tobacco Institute
- 8 was formed, hasn't it, sir?
- 9 A. I don't believe that's true. Brown & Williamson
- 10 most recently has been a member of the Tobacco
- 11 Institute since about 1992 I think.
- 12 Q. But back in the '50s and '60s when the Tobacco
- 13 Institute was formed, Brown & Williamson was a
- 14 founding member, wasn't it?
- 15 A. I do not know if Brown & Williamson was a
- 16 founding member. I believe Brown & Williamson was a
- 17 member in that time frame. The specific years I do
- 18 not know.
- 19 Q. All right. Now sir, this document says, serious
- 20 -- begins, "Serious charges have been made about
- 21 tobacco use.
- 22 "The tobacco industry has taken these charges
- 23 seriously.
- 24 "We recognize that we have a special
- 25 responsibility to the public to help scientists

- 1 determine the facts about tobacco and health, and
- 2 about certain diseases" which "have been associated
- 3 with tobacco use"; right?
- 4 A. Actually it says "certain diseases that have
- 5 been associated with tobacco use."
- 6 Q. Apart from that I read it correctly; right?
- 7 A. Correct.
- 8 Q. Now did Brown & Williamson recognize that it had
- 9 a special responsibility to the public to help
- 10 determine whether smoking caused disease?
- 11 MR. GALE: Objection to the extent there's
- 12 no foundation linking this document to Brown &
- 13 Williamson. But if you can answer the question,
- 14 that's fine.
- 15 A. I really can't. I don't know what Brown &
- 16 Williamson's position may have been.
- 17 Q. Well assuming that Brown & Williamson was a
- 18 member of the Tobacco Institute at the time that this
- 19 statement about tobacco and health was published, you
- 20 would agree that Brown & Williamson then would have
- 21 recognized it had a special responsibility to the
- 22 public concerning the issues of smoking and health;
- 23 right?
- 24 MR. GALE: Objection, calls for
- 25 speculation, calls for a legal conclusion.

- 1 A. I guess there are a couple of points. First of
- 2 all, I don't know any reference to the time frame
- 3 that this was produced so I have no idea whether
- 4 Brown & Williamson was a member or was not a member.
- 5 As far as Brown & Williamson's specific
- 6 agreement to this statement, I can't speak to that
- 7 either. I don't know whether Brown & Williamson
- 8 agreed to this or did not even if we were a member at
- 9 the time.
- 10 Q. All right. Well sir, would you take a moment
- 11 and just review the Exhibit 3504 statement about
- 12 tobacco and health.
- 13 A. Okay.
- 14 Q. Sir, turning back to the Frank Statement for a
- 15 moment, there Brown & Williamson as one of the
- 16 sponsors signed on to a statement, quote, "We accept
- 17 an interest in people's health as a basic
- 18 responsibility, paramount to every other
- 19 consideration in our business." Did I read that
- 20 correctly?
- 21 MR. GALE: Objection to the extent it calls
- 22 for a legal conclusion.
- 23 A. You read that statement correctly. Whether
- 24 Brown & Williamson bought into that or agreed to that
- 25 particular statement, I can't speak to that.

- 1 Q. Well you've read the Frank Statement to
- 2 Cigarette Smokers; right?
- 3 A. That's correct.
- 4 Q. It doesn't tell the person reading the Frank
- 5 Statement that Brown & Williamson takes any exception
- 6 to that particular part, does it?
- 7 A. That's correct.
- 8 Q. And in your historical review and preparation
- 9 for this deposition you didn't find any document
- 10 which basically repudiated or retracted that part of
- 11 the Frank Statement, did you, sir?
- 12 A. I can't recall any.
- 13 Q. Now you would agree that a company that adopts
- 14 an interest in people's health as its basic
- 15 responsibility paramount to any other consideration
- 16 in its business would want to tell the truth about
- 17 disease and its connection to smoking; right?
- 18 MR. GALE: Object to the extent it calls
- 19 for a legal conclusion.
- 20 A. Well all I can really speak to is what the
- 21 document says. Certainly the intent would be that we
- 22 would speak -- continue to communicate on our
- 23 position.
- 24 Q. Well sir, do either the Frank Statement or the
- 25 Statement About Tobacco and Health tell smokers that

- 1 scientific opinion in the U.S.A. does not seriously
- 2 doubt the statistical correlation between smoking and
- 3 health?
- 4 MR. GALE: Objection.
- 5 A. I'd have to read this specific document again.
- 6 I'm not familiar that those words are there. That's
- 7 correct.
- 8 Q. You just read the statement about tobacco and
- 9 health; right?
- 10 A. That's correct.
- 11 Q. And you have read in the past A Frank Statement
- 12 to Cigarette Smokers; right?
- 13 A. That's correct.
- 14 Q. And you would agree that neither tells the
- 15 smoker that the -- that there is a real
- 16 cause-and-effect relationship between smoking and
- 17 health.
- 18 MR. GALE: Objection.
- 19 Q. I'm sorry, strike that.
- 20 You would agree that neither tells the smoker
- 21 that there is a real cause-and-effect relationship
- 22 between smoking and disease.
- MR. GALE: Objection.
- 24 A. I'm not sure I understand -- If you're saying
- 25 are those words in there, I don't believe they are.

- 1 Q. Well sir, you know they're not, don't you?
- 2 MR. GALE: Asked and answered.
- 3 A. As I said, I don't believe they are. If you'd
- 4 like me to take a specific reference and
- 5 cross-reference it, I'd be glad to, but I think that
- 6 wouldn't meet your purpose.
- 7 Q. Well sir, does --
- 8 MR. GALE: I don't think Mr. Stone was done
- 9 with his answer.
- 10 Q. I'm sorry. Were you done?
- 11 A. I just said I'm not sure if that would serve
- 12 your purpose. If you have a specific question you'd
- 13 like me to look at, I'd be glad to. But if you'd
- 14 like me to cross-reference it, I will.
- 15 Q. Well sir, is there any evidence in either the
- 16 Frank Statement or the Statement about Tobacco and
- 17 Health that tells smokers that animal studies have
- 18 confirmed that smoke condensate is carcinogenic in
- 19 animals?
- 20 MR. GALE: Object, calls for a legal
- 21 conclusion.
- 22 A. Again, I'm not aware of that statement in here.
- 23 I'd be glad, if you want to provide a specific
- 24 reference or another document to cross-reference, I
- 25 will.

- 1 Q. All right. Well sir, showing you what's
- 2 previously been marked as Plaintiffs' Exhibit 304,
- 3 this is a report on a visit to the U.S. and Canada
- 4 dated May -- I'm sorry, dated 17th April through 12th
- 5 May 1958 by three British scientists, Bentley, Felton
- 6 and Reid; right?
- 7 A. I'm not sure who the scientists are, but
- 8 certainly there's a document with those three names
- 9 on it.
- 10 Q. All right. And if you turn to the second page
- 11 of Exhibit 304, there is an itinerary for the trip
- 12 that the authors made that lists who they met with;
- 13 right?
- MR. GALE: Objection. The witness hasn't
- 15 had an adequate time to review this document to see
- 16 if that's what in fact that is.
- 17 A. It infers, anyway, as far as the itinerary of
- 18 what their schedule would be --
- 19 Q. All right.
- 20 A. -- to me as reading it.
- 21 Q. Now if you turn to the third page of the
- 22 document there is an introduction, and it says at the
- 23 top, from our contacts in -- in the U.S.A. and
- 24 Canada, we sought information on the following: "The
- 25 extent to which it is accepted that cigarette smoke

- 1 causes lung cancer, and, number 2. Up-to-date
- 2 evidence as to the carcinogenicity of smoke
- 3 condensates to animal tissues"; right?
- 4 A. That's what the words say.
- 5 Q. Then it goes on to talk about them trying to
- 6 find out the extent to which extrapolation from
- 7 animals to man is justified; right?
- 8 MR. GALE: Objection. That's not what this
- 9 document says.
- 10 A. Item 3 again says, as a listing, a bullet point,
- 11 "the extent to which extrapolation from animals to
- 12 mankind is justified."
- 13 Q. All right. Sir, would you turn to the
- 14 conclusions that the scientists drew or that -- I'm
- 15 sorry.
- 16 Would you turn to the conclusions that the
- 17 authors drew at the page that ends with Bates number
- 18 498.
- 19 A. Okay.
- 20 Q. Now there it says, under point number 1 on
- 21 conclusions, "Although there remains some doubt as to
- 22 the proportion of the total lung cancer mortality
- 23 which can fairly be attributed to smoking, scientific
- 24 opinion in the U.S.A. does not...seriously doubt the
- 25 statistical correlation is real and reflects a cause

- 1 and effect relationship"; right?
- 2 MR. GALE: Objection, you've misread the
- 3 document.
- 4 A. The conclusions, at least on that page,
- 5 reference item number 1. There are other conclusions
- 6 as well, but at least item number 1, if you'd like me
- 7 to read it or if you'd like to read it.
- 8 Q. Why don't you read what item number 1
- 9 concluded.
- 10 A. Well the words say, "Although there remains some
- 11 doubt as to the proportion of the total lung cancer
- 12 mortality which can fairly be attributed to smoking,
- 13 scientific opinion" in the "U.S.A. does not now
- 14 seriously doubt that the statistical correlation is
- 15 real and reflects a cause and effect relationship."
- 16 Q. Sir, Brown & Williamson has never shared the
- 17 information that's stated in conclusion number 1 that
- 18 you just read with the public, has it?
- 19 MR. GALE: Objection, vague.
- 20 A. I couldn't speak to that. I'm not sure that
- 21 those specific words have been provided as a public
- 22 statement.
- 23 Q. Well sir, has Brown & Williamson -- I'm sorry.
- 24 Strike that.
- 25 Based on your historical review in preparation

- 1 for this deposition, did you find any public
- 2 statement in which Brown & Williamson told the public
- 3 that -- in essence the information that's stated in
- 4 conclusion number 1?
- 5 A. I'm not sure that I've seen that specific
- 6 reference. Certainly our position has acknowledged
- 7 that there is -- there are many people who conclude
- 8 that there is a statistical correlation and that it
- 9 reflects a cause-and-effect relationship.
- 10 Q. But Brown & Williamson has never told the U.S.
- 11 public that scientific opinion in the U.S.A. does not
- 12 seriously doubt the statistical correlation is real
- 13 and reflects a cause-and-effect relationship; right?
- MR. GALE: Objection, vague.
- 15 A. Again, to what everything Brown & Williamson --
- 16 Williamson has ever said on the topic I couldn't
- 17 speak to. I'm not aware that we've used those
- 18 specific words.
- 19 Q. Now sir, if you turn to the third point on the
- 20 next page, it says there, "The direct carcinogenicity
- 21 of smoke condensate to animal tissue, which is
- 22 consistent with direct causation, is now fully
- 23 confirmed but the evidence so far obtained makes it
- 24 unlikely that this activity is due to any single
- 25 'super carcinogen' in smoke"; right?

- 1 A. That's what the words say.
- 2 Q. Did Brown & Williamson ever tell the public that
- 3 animal studies had shown direct carcinogenicity of
- 4 smoke condensate in animals?
- 5 A. Again, I'm not sure that we've ever used those
- 6 specific words, and I'm not sure what the reference
- 7 would be, why we would have done that.
- 8 Q. Well sir, you're aware that Brown & Williamson
- 9 engaged in what it called Project TRUTH as an attempt
- 10 to counter what it believed to be press
- 11 indoctrination by the antismoking lobby; right?
- MR. GALE: Object to the characterization.
- 13 A. I don't know what the specific objectives were.
- 14 I can speak that -- at least that I'm aware of a
- 15 project called Project TRUTH.
- 16 Q. All right. And Project TRUTH was undertaken by
- 17 Brown & Williamson, wasn't it?
- 18 A. I honestly don't know. I'd have to confirm
- 19 that. I believe Brown & Williamson was involved,
- 20 whether it was strictly Brown & Williamson, I do not
- 21 know, or whether it was another organization within
- 22 B.A.T.
- 23 Q. Sir, showing you what's previously been marked
- 24 as Plaintiffs' Exhibit 3129, this is another document
- 25 by D. G. Felton concerning a visit to the United

- 1 States, this time April 19th to the 24th of May,
- 2 1971; right?
- 3 A. That's what the title says.
- 4 Q. For the record, Exhibit 3129 is Bates numbered
- 5 620047750; right?
- 6 MR. GALE: Object. That's one Bates number
- 7 on the document.
- 8 A. The first page obviously is 620047750.
- 9 Q. Could you turn to the page that ends with Bates
- 10 number 47831.
- 11 A. Okay.
- 12 Q. And have you read this portion of the document
- 13 before, sir?
- 14 A. No, I have not.
- 15 Q. Why don't you take a moment and read the portion
- 16 that's under the stars.
- 17 A. Okay. All right. I've read at least that
- 18 section.
- 19 Q. This section of Exhibit 3129 concerns Project
- 20 TRUTH; right?
- 21 A. Since I haven't seen this document, I'd have to
- 22 go back and confirm that, but there is a reference in
- 23 the second paragraph to Project TRUTH.
- 24 Q. And it says there, "In order to counteract the
- 25 failure of the Industry public relations effort in

- 1 the face of the anti-smoking barrage after the
- 2 Surgeon-General's Committee report in 1964, e.g., the
- 3 InterAgency Council (Horn), Action on Smoking and
- 4 Health (ASH" and "Banzhaff)," its -- "and its
- 5 pressure on the FCC for anti-smoking TV
- 6 advertisements etc., B&W decided that, unilaterally,
- 7 it must attempt to counter the press indoctrination
- 8 by the anti-smoking lobby"; right?
- 9 A. That's essentially correct. There was maybe a
- 10 word or two, but yes.
- 11 Q. All right. And sir, it goes on to say,
- 12 accordingly, statements expressed an opposite
- 13 viewpoint by competent doctors and scientists at the
- 14 Senate Hearings on Cigarette Labelling were collected
- 15 and presented in booklets with the aim of
- 16 reestablishing the controversy; right?
- 17 A. Again, some of the words were misspoken, but if
- 18 you'd like me to read it correctly, I would be glad
- 19 to.
- 20 Q. Well it says, accordingly, statements expressing
- 21 an opposite viewpoint by competent doctors and
- 22 scientists at the Senate Hearings on Cigarette
- 23 Labelling were collected and presented in booklets
- 24 with the aim of reestablishing the controversy;
- 25 correct?

- 1 A. I read the word, in the next-to-the-last
- 2 sentence there, "were collated."
- 3 Q. "Collated," sorry.
- 4 A. That's all right. Sorry.
- 5 Q. But apart from that change, I read it correctly;
- 6 right?
- 7 A. That's correct.
- 8 Q. Now sir, do you have any information as you sit
- 9 here that is to the contrary about what is said in
- 10 this document about Project TRUTH?
- 11 MR. GALE: Objection, vague.
- 12 A. I'm not familiar with Project TRUTH, and as I
- 13 said, I really haven't had a chance to review this
- 14 document, if it specifically reviews Project TRUTH.
- 15 Q. Well sir, do you understand that as part of
- 16 Project TRUTH, Brown & Williamson made arrangements
- 17 for an article to appear in True magazine?
- 18 A. Again, I'm not familiar with the details of
- 19 Project TRUTH.
- 20 Q. Well I'm asking you a little bit different
- 21 question.
- 22 Are you aware of efforts that Brown & Williamson
- 23 made to have an article on the issue of whether
- 24 smoking caused disease published in True magazine in
- 25 the late '60s?

- 1 A. I am not familiar.
- 2 MR. GALE: Objection, asked and answered.
- 3 You can answer it again.
- 4 A. I'm not familiar with that
- 5 (Plaintiffs' Exhibit 4411 marked for
- 6 identification.)
- 7 BY MS. WIVELL:
- 8 Q. Sir, showing you what's been marked as
- 9 Plaintiffs' Exhibit 4411, this is a document that
- 10 begins with the Bates number 690012567; right?
- 11 A. That's correct.
- 12 Q. Have you seen this document before, sir?
- 13 A. I have not.
- 14 Q. Why don't you take a few moments and review it.
- 15 A. Okay.
- 16 Q. Sir, Exhibit 4411 outlines the background of an
- 17 article that eventually was published in True
- 18 magazine in the beginning of 1968; right?
- 19 MR. GALE: Object to the characterization.
- 20 A. I'm not sure that I have the specific date of
- 21 publication from reading it. I've just read it
- 22 quickly for the first time.
- 23 Q. All right. Well let me rephrase the question.
- 24 You understand that this document outlines the
- 25 history of an article that appeared in True magazine

- 1 in the late '60s.
- 2 MR. GALE: Objection, mischaracterizes this
- 3 document.
- 4 A. Well as I understand just reading the document,
- 5 it apparently references an article in True magazine
- 6 about smoking and health.
- 7 Q. An article that Brown & Williamson paid for;
- 8 right?
- 9 MR. GALE: Same objection.
- 10 A. Again, I can't really -- I'm not familiar with
- 11 the details of it. All I can speak to is what the
- 12 specifics of the note say. I can't make the
- 13 conclusion based on that.
- 14 Q. You have no information as you sit here today as
- 15 Brown & Williamson's spokesperson that contradicts
- 16 what is said in Exhibit 4411, do you?
- 17 A. I'm not familiar with the issue at all so I
- 18 can't say that I have information that confirms or
- 19 contradicts it.
- 20 Q. Well sir, according to this memo, Brown &
- 21 Williamson paid \$500 that eventually reached the
- 22 author of the article that appeared in True; right?
- 23 A. Again, I can draw conclusions, I guess everyone
- 24 who reads it could draw their conclusion. My
- 25 understanding is that Brown & Williamson did agree to

- 1 make a payment for the author to write an article.
- 2 Q. And that au --
- 3 And you understand that that article was
- 4 eventually published; right?
- 5 A. At least a article was eventually published,
- 6 that's correct.
- 7 Q. Well -- By the way, the author was going to be
- 8 Stanley Frank; right?
- 9 A. The author --
- 10 MR. GALE: Object to the extent it calls
- 11 for speculation.
- 12 A. The author is referenced here as Mr. Frank.
- 13 (Plaintiffs' Exhibit 4412 marked for
- identification.)
- 15 BY MS. WIVELL:
- 16 Q. Sir, showing you what's been marked as
- 17 Plaintiffs' Exhibit 4412, this is an article by
- 18 Stanley Frank that appeared in the January 1968 issue
- 19 of True magazine; right?
- 20 A. As I understand it, yes. I haven't seen it
- 21 before, but glancing through it, that's what it
- 22 appears to be.
- 23 Q. The title of the article is, "to smoke or not to
- 24 smoke that is still the question"; right?
- 25 A. That's what the title states.

- 1 Q. And it goes on to say, "Are cigarettes really
- 2 hazardous to your health like the package says?
- 3 Nobody knows. In any case, Americans are smoking
- 4 more than ever and, curiously, worrying less"; right?
- 5 A. That's what the introduction says to the
- 6 article.
- 7 Q. Now I would like you to look to the column on
- 8 the right-hand side of Exhibit 4412. Do you see the
- 9 paragraph that begins, "But it looks like Americans
- 10 will go on smoking more"?
- 11 A. Yes.
- 12 Q. Now would you read that to yourself, please.
- 13 A. Just the paragraph?
- 14 Q. Yes, sir.
- MR. GALE: While he's reading, counsel,
- 16 would you mind reading the Bates numbers of this
- 17 document into the record so that it's clear.
- 18 MS. WIVELL: Certainly. For the record,
- 19 the Bates numbers are 50032 3725 on the first page.
- 20 MR. GALE: Okay. And continuous through
- 21 50032 3744.
- 22 A. Okay. I've read that paragraph.
- 23 Q. Sir, that paragraph tells the reader the answer
- 24 -- I'm sorry.
- 25 That paragraph tells the reader: "What are

- 1 these dangers? How real are they?" And then says,
- 2 "The answer to that is that they may not be so real
- 3 as we have been led to believe. There is, in fact, a
- 4 good deal of scientific data about the Surgeon
- 5 General's conclusion that smoking causes cancer";
- 6 right?
- 7 A. That's what those specific words say. I don't
- 8 know what in context, I haven't read the article.
- 9 Q. All right. Well sir, you didn't read this
- 10 article in preparation for your deposition today?
- 11 A. Did not.
- 12 Q. Well sir, are you aware that it goes on to cast
- 13 doubt on the link between cigarette smoking and
- 14 disease?
- 15 A. I'm sorry, the question again?
- 16 Q. Are you aware that the article goes on to cast
- 17 doubt between the link between cigarette smoking and
- 18 disease?
- 19 MR. GALE: Object.
- 20 A. I am not. I have not read the article.
- 21 MR. GALE: Object, calls for speculation
- 22 and mischaracterizes the document.
- 23 (Plaintiffs' Exhibit 4413 marked for
- identification.)
- 25 BY MS. WIVELL:

- 1 Q. Well sir, showing you what's been marked as
- 2 Plaintiffs' Exhibit 4413, this is a document that
- 3 bears the Bates number 680262495; right?
- 4 A. Correct.
- 5 Q. Now Exhibit 4413 is an advertisement that has
- 6 along one side, "'THE OTHER SIDE,' The smoking and
- 7 health controversy, From White Paper No. 1"; right?
- 8 A. That's the title, that's correct.
- 9 Q. Now Brown & Williamson published this ad that's
- 10 Exhibit 4413, didn't it?
- 11 MR. GALE: Objection, outside of the scope
- 12 of this witness' designation.
- 13 A. I have absolutely no idea.
- 14 Q. You can't tell us one way or the other?
- 15 A. I do not know.
- 16 Q. Now sir, there is reference, if we look down
- 17 under the first long line, to a White paper. You're
- 18 familiar with the White paper that Brown & Williamson
- 19 published on the, quote, unquote, smoking-and-health
- 20 controversy, aren't you?
- MR. GALE: Objection, vague.
- 22 A. I'm not.
- 23 Q. You are not?
- 24 A. Not specifically to that title, no.
- 25 Q. Well sir, isn't it a fact that Brown &

- 1 Williamson published a number of different articles
- 2 that tried to establish that there was a controversy
- 3 about whether smoking caused disease?
- 4 MR. GALE: Object to the characterization.
- 5 A. I'm not aware that we've published articles
- 6 concerning a controversy.
- 7 Q. I'm sorry, my question was a little different,
- 8 or maybe I should restate it.
- 9 Isn't it a fact that Brown & Williamson has
- 10 published a number of different booklets that have
- 11 tried to establish that there was a controversy about
- 12 whether smoking caused disease?
- 13 MR. GALE: Objection, vague, object to the
- 14 characterization.
- 15 A. I'm not aware of the intent specifically to
- 16 communicate about the controversy of -- of tobacco.
- 17 I'm aware of a number of publications concerning our
- 18 position on smoking and health and a variety of other
- 19 business topics.
- 20 (Plaintiffs' Exhibit 4414 marked for
- 21 identification.)
- 22 BY MS. WIVELL:
- 23 Q. Sir, showing you what's been marked as
- 24 Plaintiffs' Exhibit 4414, this is a booklet that
- 25 Brown & Williamson published and made available to

- 1 the public, isn't it?
- 2 A. I do not know. I've not seen this publication,
- 3 but it appears to be a Brown & Williamson
- 4 publication. There's no reference to a date, and I'm
- 5 not familiar with it.
- 6 Q. It says, "No. 1 of a series in the public
- 7 interest" at the top of Exhibit 4414, doesn't it?
- 8 A. That's what the document says, correct.
- 9 Q. For the record, it's exhibit -- 690029613 is its
- 10 beginning Bates number; right, sir?
- 11 A. That's correct.
- 12 Q. And Exhibit 4414 also says on its first page,
- 13 "CONTROVERSY: the right of dissent, the issue of
- 14 smoking and health remains an open dispute among
- 15 scientists"; right?
- 16 A. That's what the title says.
- 17 Q. And sir, isn't that the document that's actually
- 18 pictured in the ad, Exhibit 4413, down at the lower
- 19 right-hand corner?
- 20 MR. GALE: Objection, I don't know how you
- 21 can make that out.
- 22 A. Yeah, I can't really confirm that but it -- it
- 23 does reference as a title "For your copy of the
- 24 complete White Paper No. 1, please write to:, " so I
- 25 would assume, cross-referencing that, that would be

- 1 correct.
- 2 Q. And sir, isn't it a fact that Brown & Williamson
- 3 published Exhibit 4414 in a number of other
- 4 publications in an attempt to try and convince
- 5 smokers that there was a controversy which existed
- 6 about whether smoking caused disease?
- 7 MR. GALE: Object to the characterization.
- 8 Objection, vague.
- 9 A. I can't speak to the purpose of this particular
- 10 publication. Obviously I can speak to what the title
- 11 says. I'm not familiar with this publication, I have
- 12 not seen a date on this publication, I haven't had a
- 13 chance to read it either.
- 14 Q. Well sir, could you turn to the second page of
- 15 Exhibit 4414. There it says, "In responding to
- 16 various attacks on smoking, the cigarette industry
- 17 has repeatedly issued the statement: 'There is no
- 18 clinical proof that cigarette smoking causes human
- 19 diseases'"; right?
- 20 A. That's what the document says, that's correct.
- 21 Q. Well sir, if a person had written in and been
- 22 sent or somehow received a copy of Exhibit 4414,
- 23 would it be appropriate for them to believe what's
- 24 said in that first paragraph, that there is no
- 25 clinical proof that cigarette smoking causes disease?

- 1 A. Well if you read that statement, it says, "In
- 2 responding to various attacks, the cigarette industry
- 3 has repeatedly issued the statement: 'There is no
- 4 clinical proof that cigarette smoking causes human
- 5 diseases', " so an individual could assume that that's
- 6 the position at that time of the company.
- 7 Q. Well sir, does Brown & Williamson share, in this
- 8 exhibit, the information that we looked at from
- 9 Exhibit 304 that there remains little doubt that a
- 10 statistical correlation between smoking and health is
- 11 real and reflects a cause-and-effect relationship?
- 12 MR. GALE: Objection. Objection.
- 13 A. The two documents, as far as I can tell, I'm not
- 14 sure have any real bearing on each other. Document
- 15 304, Exhibit 304 again, I'm not sure who the authors
- 16 were, what the conclusions were that they were
- 17 stating and this (Ex. 304) apparently was a
- 18 scientific review, whereas this (Ex. 4414) was a
- 19 public position statement by the company.
- 20 Q. Well sir, you would agree that Brown &
- 21 Williamson has a responsibility to share accurate
- 22 scientific information with the public when it speaks
- 23 about the issues of smoking and health, wouldn't
- 24 you?
- 25 MR. GALE: Object to the extent it calls

- 1 for a legal conclusion.
- 2 A. I believe the company has a position to
- 3 communicate its position on smoking-and-health
- 4 issues.
- 5 Q. Well sir, does it also have a positi -- or
- 6 responsibility to communicate accurate facts that it
- 7 knows that reflect on the issue of whether smoking
- 8 causes disease?
- 9 MR. GALE: Same objection.
- 10 A. The company has a responsibility to communicate
- 11 information that it knows as fact and has taken as a
- 12 position statement.
- 13 Q. So if it knows something as fact but it
- 14 contradicts the position the company's taken, it
- 15 doesn't have to share that information with the
- 16 public, is that your testimony, sir?
- 17 MR. GALE: Objection, argumentative,
- 18 mischaracterizes testimony.
- 19 A. As I said, the company has a responsibility to
- 20 communicate its conclusion and -- and determination
- 21 of the facts and its position on smoking and health
- 22 and other topics.
- 23 Q. I'm not sure you answered my question, sir.
- 24 If it knows something to be a fact, but that
- 25 fact contradicts the public position the company has

- 1 taken, doesn't Brown & Williamson have a
- 2 responsibility to share that information with the
- 3 public?
- 4 MR. GALE: Same objections, also asked and
- 5 answered.
- 6 A. Again, if the responsibility -- The
- 7 responsibility of the company is to communicate its
- 8 position and its determination of facts, so it would,
- 9 as asked, or would be responsible to provide
- 10 information or respond to questions that it considers
- 11 to be factual.
- 12 Q. Well sir, if the company knows facts and they
- 13 just don't fit in with the position it's taken, are
- 14 you telling the ladies and gentlemen of the jury that
- 15 it's okay for Brown & Williamson to misrepresent
- 16 those facts?
- 17 MR. GALE: Objection, argumentative,
- 18 mischaracterizes the witness' testimony.
- 19 A. As I said, the responsibility of the company is
- 20 to communicate its decision or its determination of
- 21 facts concerning smoking or health or any other
- 22 business issue.
- 23 Q. Now sir, let me ask you this. Brown &
- 24 Williamson's position is today and has always been
- 25 that cigarette smoking is not addictive; right?

- 1 A. It is Brown & Williamson's official position
- 2 that cigarette smoking is not addictive, depending
- 3 upon the definition of addictive, but certainly from
- 4 the classical definition that most people would
- 5 assume as addictive.
- 6 (Plaintiffs' Exhibit 4415 marked for
- 7 identification.)
- 8 BY MS. WIVELL:
- 9 Q. Sir, showing you what's been marked as
- 10 Plaintiffs' Exhibit 4415, this is a press release
- 11 issued by Brown & Williamson dated May 10th, 1994;
- 12 right?
- 13 A. That's correct.
- 14 Q. And for the record, the Bates number is
- 15 202337394; right?
- 16 A. Correct.
- 17 Q. Now sir, this press release basically tells
- 18 people who were to read it that Brown & Williamson's
- 19 position has been and still is that cigarette smoking
- 20 is not addictive; right?
- 21 A. Well the first paragraph doesn't reference
- 22 nicotine or addiction at all. I'd be glad to read
- 23 it.
- 24 Q. Well take a look beginning at the third
- 25 paragraph, sir, that starts out, "It has always been

- 1 B&W's position -- and still is-- that cigarette
- 2 smoking is not addictive..."
- 3 A. Well specifically if you'd like me to read the
- 4 reference, I'd be glad to.
- 5 Q. All right. Why don't you read the next couple
- 6 of paragraphs to yourself.
- 7 A. I meant into the record. I'd be glad to read it
- 8 into the record if you'd like it clarified.
- 9 MR. GALE: Well the statement that counsel
- 10 asked the witness to sign onto is a partial sentence,
- 11 and I object to that mischaracterization of the
- 12 document.
- 13 A. Would you like me to read the entire paragraph,
- 14 or would you like me to read it to myself?
- 15 Q. Well sir, let me just -- Why don't you read the
- 16 rest of the press release to yourself.
- 17 A. Okay. But I would like to state that that
- 18 reference that you had was only a partial sentence.
- 19 Q. We'll come back to it, sir. Don't worry.
- 20 A. Okay.
- 21 MR. GALE: Counsel, was Exhibit 4415
- 22 included in any of the various predesignation lists
- 23 that you provided to us? We're having trouble
- 24 finding it.
- 25 MS. WIVELL: I know it was on the list that

- 1 I sent you on Friday. I know that for a fact.
- 2 MR. GALE: Okay. So you don't know if it
- 3 was on either of the ones that you provided us before
- 4 then?
- 5 MS. WIVELL: I believe it was, but frankly
- 6 I check -- when I checked to make sure I could use it
- 7 I checked the latest list and there it was, so I know
- 8 it was -- it was on that list.
- 9 MR. FRIBLEY: For the record, it doesn't
- 10 appear to have been predesignated either on the 22nd
- 11 or the 25th of September.
- MR. GALE: We object to its use on that
- 13 basis.
- 14 THE WITNESS: I've read it.
- 15 Q. Sir, your counsel has objected to Exhibit 4415
- 16 so let's put it aside and let me ask you this
- 17 question.
- 18 Does Brown & Williamson believe today that
- 19 smoking is addictive?
- 20 MR. GALE: Objection, asked and answered.
- 21 A. I've I think explained our position that smoking
- 22 and nicotine in a clinical sense, in a true sense of
- 23 addictive, of what most people would consider
- 24 addictive, that we do not believe it is.
- 25 Q. Now --

- 1 And sir, Brown & Williamson has made statements
- 2 to the public and to the press claiming that
- 3 cigarette smoking is not addictive; right?
- 4 A. Again, based on our determination of the
- 5 information we have available, our understanding and
- 6 our definition of the clinical definition of
- 7 addiction, that is correct.
- 8 Q. Sir, showing you what's previously been marked
- 9 as Plaintiffs' Exhibit 755, this is a Brown &
- 10 Williamson document that begins with the Bates number
- 11 680096095; right?
- 12 A. That's the number, that's correct. I don't know
- 13 that it's a Brown & Williamson document.
- 14 Q. Well it says at the top, "(B&W) PROTECTED BY
- 15 MINNESOTA TOBACCO LITIGATION PROTECTIVE ORDER";
- 16 right?
- 17 A. That's what appears to be the title of the
- 18 copy. It doesn't necessarily state on the cover of
- 19 it that it is Brown & Williamson -- Brown &
- 20 Williamson's document.
- 21 Q. Well sir, you've read this document, haven't
- 22 you?
- 23 A. I'm not sure that I have. I've read or scanned
- 24 a number of documents, and I'm not sure that I have
- 25 read this one.

- 1 Q. All right. Well let's turn to the page that
- 2 ends with Bates number 106.
- 3 A. Okay.
- 4 Q. There at the top of the page is the heading
- 5 "Addictive Smoking;" right?
- 6 A. That's correct.
- 7 Q. And it says, The addictive smoker smokes for
- 8 both enjoyment and to reduce unpleasant feelings;
- 9 right?
- 10 A. Actually just reversed a couple of words there,
- 11 but "The addictive smoker smokes both for enjoyment
- 12 and to reduce unpleasant feelings."
- 13 Q. And sir, isn't it a fact that Brown & Williamson
- 14 has known since the early '60s that cigarette smoking
- 15 is addictive?
- MR. GALE: Objection, grossly
- 17 mischaracterizes this document, attempts to take a
- 18 paragraph out of the middle of the document that's
- 19 attributable to someone outside the company.
- 20 A. Yeah, I have no idea what this quote is or what
- 21 the reference is, and again, as far as our stated
- 22 position, I think I've communicated what that stated
- 23 position is.
- 24 Q. Sir, I understand what your stated position is.
- 25 I'm asking you isn't it true that Brown & Williamson

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- 1 has had information in its files from scientists
- 2 involved with the company and with its sister
- 3 companies that showed that since the early '60s it
- 4 has been known that cigarette smoking is addictive?
- 5 MR. GALE: Objection, vague,
- 6 argumentative.
- 7 A. I'm not aware of that. That would be a
- 8 conclusion drawn from all of the documents that would
- 9 be impossible for me to do.
- 10 Q. All right.
- 11 A. And they would be scientific documents which I'm
- 12 really not the expert to review.
- 13 Q. Sir, showing you what's previously been marked
- 14 as Plaintiffs' Exhibit 552, this document is entitled
- 15 "A TENTATIVE HYPOTHESIS ON NICOTINE ADDICTION" for
- 16 the British-American Tobacco Company, Limited by K.
- 17 Hasselbach and C. Libert, correct, or O. Libert;
- 18 correct?
- 19 A. It's hard to read, but that's what it appears to
- 20 say, yes.
- 21 Q. For the record, Exhibit 552 begins with the
- 22 Bates number 536480912; right?
- 23 A. This isn't stamped with an exhibit number, but
- 24 it's 536480912 is the cover page.
- 25 Q. All right. Would you turn to the last page of

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- 1 the document and read into the record what it says
- 2 from this May 1963 document that begins, "In
- 3 conclusion."
- 4 MR. GALE: Objection, out of context,
- 5 thereby mischaracterizing the document.
- 6 A. If all you're looking for is for me to provide
- 7 the -- the written words for the record, I can do
- 8 that. I have no idea what the reference is to the
- 9 document, I don't remember seeing this document, and
- 10 if you're just asking me to read the words, I'd be
- 11 more than happy to do that.
- 12 Q. Please do. Please begin and tell the jury what
- 13 this document says following the words "in
- 14 conclusion."
- 15 A. Well as I said, I'd be glad to just read the
- 16 words, it's not my --
- 17 Q. Please do.
- 18 A. -- interpretation, and I'm not familiar with the
- 19 -- with the document. It would be impossible for me
- 20 to know what the context is or what the reference is,
- 21 but if you'd like me to, I'll read that paragraph.
- 22 It says, "In conclusion, a tentative hypothesis
- 23 for the explanation of nicotine addiction would be
- 24 that of an unconscious desire to" -- I can't --
- 25 Q. Restore?

- 1 A. -- I'm not sure I can understand that word. I'm
- 2 -- "to" blank "the normal physiological equilibrium
- 3 of the" -- I don't know what that word is --
- 4 "releasing system in a body in which the normal
- 5 functioning of the system has been weakened by
- 6 chronic intake of nicotine."
- 7 MR. GALE: Note for the record that the
- 8 document's very difficult to read.
- 9 Q. Sir, isn't it a fact that Brown & Williamson has
- 10 had documents in its files from scientists within the
- 11 company that show that nicotine is addictive while it
- 12 says publicly that nicotine is not addictive?
- 13 MR. GALE: Objection, mischaracterizes
- 14 testimony and documents, vague, argumentative.
- 15 A. I don't know what this document is. As I said,
- 16 this is the first time I've seen it, and if you're
- 17 referring specifically to this document, I'm not
- 18 aware that it's a Brown & Williamson document. It
- 19 has no reference that I've seen to Brown &
- 20 Williamson.
- 21 Q. Sir, let me show you what's --
- MR. GALE: Counsel, I just note for the
- 23 record we're an hour and fifteen minutes,
- 24 approximately, into this deposition that was
- 25 scheduled for an hour.

- 1 MS. WIVELL: For approximately an hour,
- 2 sir.
- 3 MR. GALE: I just wanted some kind of an
- 4 understanding from you how long you think you've got
- 5 left.
- 6 MS. WIVELL: Five minutes.
- 7 MR. GALE: Great.
- 8 BY MS. WIVELL:
- 9 Q. Sir, showing you what's previously been marked
- 10 as Plaintiffs' Exhibit 178, this is a document from
- 11 two Brown & Williamson -- or from a Brown &
- 12 Williamson employee to another Brown & Williamson
- 13 employee; correct?
- 14 A. I have no idea. There's no reference here that
- 15 would infer it's a Brown & Williamson document.
- 16 Q. It says, "(B&W) PROTECTED BY MINNESOTA TOBACCO
- 17 LITIGATION PROTECTIVE ORDER" at the top; right?
- 18 A. I assume that's something that was put on each
- 19 of these documents. I'm -- Again there's no
- 20 reference here that would show it's a Brown &
- 21 Williamson document.
- 22 Q. For the record, Exhibit 178 is Bates numbered
- 23 665043966; right?
- MR. GALE: I'll note that that's
- 25 handwritten on the document, not stamped like most of

- 1 the Bates numbers in the production in this
- 2 litigation.
- 3 A. That's correct.
- 4 Q. Now sir, this document is dated August 24th,
- 5 1978; right?
- 6 A. This document is dated August 24th, that's
- 7 correct.
- 8 Q. And the second paragraph begins "Very few
- 9 consumers are aware of the effects of nicotine, i.e.,
- 10 its addictive nature and that nicotine is a poison."
- 11 Did I read that correctly?
- 12 A. That's the words. I haven't read the document.
- 13 I'd be glad to read it, because again I have not seen
- 14 this document.
- 15 Q. Well sir, you understand that this document was
- 16 designated to be used in this deposition, don't you?
- 17 A. I guess that's possible. There were dozens of
- 18 documents designated, and I haven't had a chance to
- 19 review all of them.
- 20 MR. GALE: I'll note for the record they
- 21 filled four full boxes.
- 22 Q. Sir, isn't it true that Brown & Williamson knew
- 23 internally that smoking was addictive to smokers but
- 24 said publicly over and over again over the years that
- 25 smoking was not addictive?

- 1 MR. GALE: Objection, mischaracterizes the
- 2 evidence, argumentative.
- 3 A. I'm not aware of that. As I've mentioned, Brown
- 4 & Williamson has a stated public position on smoking
- 5 and nicotine and addiction.
- 6 Q. And that stated public position is that nicotine
- 7 and smoking is not addictive; right?
- 8 MR. GALE: Objection, asked and answered
- 9 several times now.
- 10 A. As I've said, our position is that nicotine and
- 11 smoking, in the classical sense of addiction, does
- 12 not -- or nicotine is not addictive in the classical
- 13 sense.
- 14 Q. Well sir, you're aware that the surgeon general
- 15 of the United States has drawn a different conclusion
- 16 concerning nicotine, aren't -- and the addictiveness
- 17 of nicotine, aren't you?
- 18 A. Not necessarily.
- 19 Which surgeon general or which time frame? I
- 20 think there have been several different positions.
- 21 Q. And you understand that the current position is
- 22 that nicotine in cigarettes is addictive; right?
- 23 A. I think those words have been used.
- 24 Q. And you would agree that the vast majority of
- 25 scientists who address the issue believe that

- 1 cigarette smoking is addictive; right?
- 2 MR. GALE: Objection, calls for
- 3 speculation, outside the scope of the 30.02(f)
- 4 designation for this witness.
- 5 A. Yeah, I would not be familiar with all of the
- 6 scientific review of that topic.
- 7 Q. And sir, isn't it true that Brown & Williamson,
- 8 in its publications that it made available to the
- 9 public that addressed the issue of addiction,
- 10 basically derided the suggestion that nicotine was
- 11 addictive?
- MR. GALE: Object to the characterization.
- 13 A. I'm not aware of that. I believe again that our
- 14 public position has been stated, whether in documents
- 15 or orally.
- 16 (Plaintiffs' Exhibit 4416 marked for
- 17 identification.)
- 18 BY MS. WIVELL:
- 19 Q. Sir, showing you what's been marked as
- 20 Plaintiffs' Exhibit 4416, this is a pamphlet entitled
- 21 "QUESTIONS ON TOBACCO" that Brown & Williamson
- 22 produced, isn't it?
- 23 A. Again, just getting handed this, yes, it is.
- 24 Q. For the record, Exhibit 4416 is Bates numbered
- 25 680908683; right?

- 1 A. That's correct.
- 2 Q. And if we turn to the second page in the
- 3 left-hand column, there is a question about whether
- 4 cigarette smoking is addictive; right?
- 5 A. I'm sorry, where are you?
- 6 Q. The right-hand column on the second page.
- 7 A. Oh, right-hand column, I'm sorry. There is a
- 8 question that states, "Doesn't the fact that people
- 9 have trouble quitting smoking prove that it's
- 10 addictive and a harmful drug?"
- 11 Q. And sir, would you read to yourself the answer?
- 12 A. Okay.
- 13 Q. Sir, you would agree that reading that answer a
- 14 person could conclude that Brown & Williamson does
- 15 not believe smoking is addictive; right?
- 16 A. It would probably be best to read it and let
- 17 someone make their own determination.
- 18 Q. Well I'm asking you, sir, reading this does
- 19 Brown & Williamson admit smoking is addictive?
- 20 MR. GALE: Objection, argumentative.
- 21 A. First of all that's not the question
- 22 necessarily. What is stated here is an observation
- 23 about people having trouble stopping any habit, and
- 24 smoking is a habit, like drinking coffee.
- 25 Q. And then at the end it says, that doesn't sound

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- 1 like addiction, does it -- doesn't it?
- 2 A. That's correct, that's what it says.
- 3 Q. And sir, would you agree that a person who read
- 4 any of Brown & Williamson's public statements about
- 5 the issue of whether cigarette smoking causes
- 6 addiction could reasonably conclude that smoking was
- 7 not addictive?
- 8 A. No, what they would conclude is that Brown &
- 9 Williamson has taken the position that it is not
- 10 addictive.
- 11 Q. Now sir, isn't it true that Brown & Williamson
- 12 has taken the position that cigarette smoking is not
- 13 addictive because one cannot claim that a person has
- 14 free choice to quit smoking if they're addicted?
- 15 MR. GALE: Objection, calls for a legal
- 16 conclusion, argumentative.
- 17 A. I'm not sure I understand the question.
- 18 Q. Well sir, Brown & Williamson likes to say it
- 19 should be a person's choice to smoke; right?
- 20 A. That's correct.
- 21 Q. And you would agree that if a person is addicted
- 22 to smoking they really don't have a choice whether or
- 23 not to continue smoking; right?
- 24 MR. GALE: Objection, calls for a
- 25 scientific conclusion beyond the scope of this

- 1 witness' designation, also calls for a legal
- 2 conclusion.
- 3 A. Obviously I can't speak to the scientific
- 4 aspects, but an individual in a classic sense of
- 5 addiction would not be able to give up that
- 6 habit --
- 7 Q. And isn't it true --
- 8 A. -- easily.
- 9 Q. -- that the cigarette industry refuses to
- 10 conclude -- or, I'm sorry, strike that.
- 11 Isn't it true that the cigarette industry
- 12 refuses to admit that cigarette smoking is addictive
- 13 because it cannot defend continued smoking as free
- 14 choice if the person is addicted?
- 15 MR. GALE: Objection, calls for a legal
- 16 conclusion, argumentative.
- 17 A. The determination for the company position is
- 18 based on our review of the science and the company's
- 19 decision to make a -- or to analyze that information
- 20 and to make a decision on a policy statement.
- 21 Q. Sir, showing you what's previously been marked
- 22 as Plaintiffs' Exhibit 450, this is a memo from one
- 23 Tobacco Institute employee, Mr. Knopick, to another,
- 24 Mr. Kloepfer, dated September 9th, 1980.
- Now for the record, Exhibit 450 is Bates

- 1 numbered TIMN 0107822 on its first page. Would you
- 2 please turn to the last page and read that paragraph
- 3 to yourself, sir.
- 4 MR. GALE: You don't want him to look at
- 5 anything else in the document, counsel?
- 6 A. I've never seen this document and I, again,
- 7 don't know that it's Tobacco Institute or anyone
- 8 else, it could be -- I'm not familiar with the
- 9 document.
- 10 Q. All right, sir. Well I want you to assume that
- 11 it's from one Tobacco Institute employee to another.
- 12 With that in mind, would you please --
- 13 A. Well I can't assume that, I don't know that for
- 14 a fact but --
- 15 Q. Well, all right.
- 16 Sir, would you please read the last paragraph
- 17 for yourself?
- 18 A. I'd like to read the document if I could.
- 19 Q. Well fine, go ahead and read the document.
- 20 A. Okay. I've read the document.
- 21 Q. The last paragraph says, Shook, Hardy --
- By the way, do you know who "Shook Hardy" is?
- 23 A. I believe it's a law firm.
- 24 Q. It's a law firm that represents many, many of
- 25 the cigarette manufacturers who have been sued in

- 1 this case; right?
- 2 MR. GALE: Object to the extent it calls
- 3 for speculation or to the extent it calls for a legal
- 4 conclusion.
- 5 Also I'll caution you, Mr. Stone, you should not
- 6 reveal any substance of communications you've had
- 7 with any lawyers. Ms. Wivell understands that that's
- 8 an improper question to the extent it looks for that
- 9 information.
- 10 THE WITNESS: Okay.
- 11 A. Shook Hardy, as I understand it, is a law firm.
- 12 Q. And it represents cigarette manufacturers,
- 13 doesn't it?
- 14 A. Again, I believe they do.
- 15 Q. It says, "Shook, Hardy reminds us, I'm told,
- 16 that the entire matter of addiction is the most
- 17 potent weapon a prosecuting attorney can have in a
- 18 lung cancer/cigarette case. We can't defend
- 19 continued smoking as 'free choice' if the person was
- 20 'addicted'"; correct?
- 21 A. Well I think back to your original point, the
- 22 paragraph doesn't say that. It has an additional
- 23 sentence to it that you did not read. I'd be glad to
- 24 read the entire passage, if you'd like.
- 25 Q. Sir, did I read that portion of the paragraph

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- 1 correctly?
- 2 A. That portion of it, yes, but I think your
- 3 original question was does the paragraph start.
- 4 Q. No, I don't think that was.
- 5 A. Okay. Sorry.
- 6 Q. But sir, let me ask you this. Isn't it true
- 7 that Brown & Williamson denied smoking was addictive
- 8 in order to help smokers rationalize their decision
- 9 to smoke?
- 10 MR. GALE: Objection, mischaracterizes this
- 11 document. This is not even a Brown & Williamson
- 12 document.
- 13 A. I'm not familiar with how this document would
- 14 reference our public position. I'm not aware that it
- 15 has any reference to our public position.
- 16 Q. I'm not referencing that document, sir.
- 17 Isn't it true that Brown & Williamson denied
- 18 smoking was addictive in order to help smokers
- 19 rationalize their decision to smoke?
- 20 A. I believe that our position has always been that
- 21 smoking and nicotine cannot be considered addictive
- 22 in a classical sense.
- 23 Q. Well keeping in mind that that's your position,
- 24 isn't it true that one of the reasons that you've
- 25 taken that position is to help the addicted smoker

- 1 rationalize smoking even when they become seriously
- 2 ill and lose organs?
- 3 A. That seems like an unusual question. I'm not
- 4 sure I understand it.
- 5 The position of the company has been that
- 6 smoking and nicotine is not addictive in the
- 7 classical sense. That is based on our review of the
- 8 documents of scientists and our review of the issue.
- 9 I'm not aware of any other reason that we would have
- 10 come to that conclusion.
- 11 Q. Well sir, isn't it a fact that Brown &
- 12 Williamson's files are replete with references to the
- 13 fact that smoking is addictive?
- 14 MR. GALE: Object to the characterization.
- 15 A. I believe in the documents that I've read there
- 16 are various passages that talk about the issue of
- 17 addiction. I would not characterize that as
- 18 conclusions drawn by the company.
- 19 Q. Well sir, you would agree that Brown &
- 20 Williamson had evidence from scientists, including a
- 21 psychologist within a sister company, that cigarette
- 22 smoking was addictive?
- 23 MR. GALE: Object, mischaracterizes
- 24 documents to the extent you're referring to specific
- 25 documents, calls for a legal conclusion, calls for

- 1 scientific conclusions beyond the designation of this
- 2 witness.
- 3 A. Again, as you well know, there are lots of
- 4 documents within our organization. For me to talk
- 5 about what each one says, I do not know. Scientific
- 6 documents that I've looked at have acknowledged or
- 7 have referenced the addictive nature of tobacco and
- 8 tried to define that.
- 9 Our company position and stated public position
- 10 is that smoking and nicotine is not addictive in the
- 11 classical sense.
- 12 Q. Well sir, you would agree that a smoker who
- 13 heard or read Brown & Williamson's publicly stated
- 14 position that smoking and nicotine are not addictive
- 15 in the classical sense should have been able to trust
- 16 Brown & Williamson to be speaking accurately; right?
- 17 A. Well I would certainly believe that any consumer
- 18 that inquired about Brown & Williamson's position or
- 19 read Brown & Williamson's position would take it in
- 20 the context of what every other person may have been
- 21 saying about tobacco or about the addictive nature of
- 22 tobacco. Certainly as far as the facts as Brown &
- 23 Williamson presented them in our position statement
- 24 would be that we would consider them factual.
- 25 Q. Well you would agree that cigarette smokers who

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- 1 read Brown & Williamson's public position that
- 2 cigarette smoking was not addictive reasonably could
- 3 have expected Brown & Williamson to be telling the
- 4 truth; right?
- 5 MR. GALE: Objection, asked and answered
- 6 several times by this point. Also object to the
- 7 extent it calls for a legal conclusion.
- 8 A. Again, Brown & Williamson's public position has
- 9 been that smoking and nicotine are not addictive in
- 10 the classical sense.
- 11 Q. I understand that that's their public position.
- 12 And you would agree that a person, a smoker reading
- 13 or relying -- or, I'm sorry-- reading or hearing that
- 14 statement should have been able to have confidence
- 15 that Brown & Williamson was speaking the truth;
- 16 right?
- 17 A. They should have confidence that that is Brown &
- 18 Williamson's stated position, that's correct.
- 19 Q. And they should have confidence that that is the
- 20 truth; right?
- 21 A. They should have confidence that that is Brown &
- 22 Williamson's determination and decision to state that
- 23 as a public position.
- 24 Q. And sir, they also should have the right to be
- 25 able to believe that what Brown & Williamson was

- 1 saying was accurate; right?
- 2 MR. GALE: Objection, asked and answered
- 3 multiple times at this point.
- 4 A. I've stated it I don't know how many times.
- 5 Q. Well I understand. I understand that Brown &
- 6 Williamson had facts concerning that cigarette
- 7 smoking was addictive, I understand that Brown &
- 8 Williamson's public position was that it was not.
- 9 You would agree --
- 10 MR. GALE: Objection, mischaracterizes the
- 11 testimony.
- 12 Q. You would agree, sir, that it would be improper
- 13 for Brown & Williamson to mislead the public as to
- 14 the nature of smoking and cigarette addiction;
- 15 right?
- MR. GALE: Objection, asked and answered
- 17 many, many times.
- 18 A. I'm not sure what else I can add at this point.
- 19 If you'd like me to go through it again, I'd be glad
- 20 to.
- 21 Q. Well sir, you would agree that it would be wrong
- 22 for Brown & Williamson to, in stating its public
- 23 position on smoking and addiction, to mislead or
- 24 misstate the evidence; right?
- MR. GALE: Same objection.

1	A. It would be inappropriate for the company to
2	take a public position that it not that it did not
3	feel was substantiated by the information it had
4	available.
5	MS. WIVELL: Okay. I have nothing
6	further.
7	MR. FRIBLEY: For the record, we'll read
8	and sign all different segments of this 30.02(f)
9	deposition, so we only have to put it on the record
10	once.
11	THE REPORTER: Off the record, please.
12	(Deposition adjourned at approximately
13	11:27 a.m.)
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1	CERTIFICATE
2	I, Debby J. Campeau, hereby certify that I
3	am qualified as a verbatim shorthand reporter; that I
4	took in stenographic shorthand the testimony of
5	PATRICK L. STONE at the time and place aforesaid; and
6	that the foregoing transcript consisting of 78 pages
7	is a true and correct, full and complete
8	transcription of said shorthand notes, to the best of
9	my ability.
10	Dated at Lino Lakes, Minnesota, this 20th
11	day of September, 1997.
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15	DEBBY J. CAMPEAU, RPR
16	Notary Public
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1	SIGNATURE PAGE
2	I, PATRICK L. STONE, the deponent, hereby
3	certify that I have read the foregoing transcript,
4	consisting of 78 pages, and that said transcript is
5	true and correct, full and complete transcription of
6	my deposition, except per the attached corrections,
7	if any.
8	
9	(Please check one.)
10	Yes, changes were made per the attached
11	(#) Signature Page Addendums.
12	
13	I have made no changes.
14	
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20	PATRICK L. STONE
21	Deponent
22	Sworn and subscribed to before me this day
23	of , 199 <u> </u> .
24	Notary Public
25	My commission expires: (DJC
	STIREWALT & ASSOCIATES
	DITKEMATI & VOOCTVIED

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